



LIBERTY

UNIVERSITY

Brand Guide | Fall 2024



LIBERTY UNIVERSITY

Brand Guide | 2024

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SINCE 1971,
WE HAVE BEEN
TRAINING
CHAMPIONS
FOR CHRIST.

BRAND STORY



LJ
TRAINING
CHAMPIONS
for CHRIST

OUR MISSION

Since 1971, the mission of Liberty University has been to develop Christ-centered men and women with the values, knowledge, and skills essential for impacting tomorrow's world. After more than 50 years of educating young champions and defending the founding principles of our nation, our mission remains the same.

Today, Liberty's mission has expanded to impact lives not only residentially but also around the world. Because of online education, over 135,000 students are now attending Liberty University. The tagline *Training Champions for Christ since 1971* will continue to honor Liberty's history while focusing on equipping students to excel in their fields of study and impact their world.

TAGLINE USAGE GUIDELINES:

- Our tagline should always be italicized when in complete form, whether that be *Train Champions for Christ* or *Training Champions for Christ*. When simplified to *Champion(s) for Christ*, it should be italicized unless the marketing team offers a reasonable argument for why the usage is not a standard reference to Liberty's vision. All the words except "for" are always capitalized when the phrase is not spliced.
- The branding tagline used on all marketing materials is *Training Champions for Christ since 1971*. The word "since" is not capitalized.
- When the verb is separated from "Champions for Christ," the verb is not capitalized or italicized. (e.g., This year the John W. Rawlings School of Divinity will train more than 500 *Champions for Christ*.) Avoid prefacing "Champion for Christ" with other present participle verbs. For example, "teaching *Champions for Christ*" is not a preferred usage.

OUR VERBAL BRAND

To ensure consistency, the following should be referred to for any projects that include a general description of Liberty University:

Liberty University, founded in 1971, is the world's premier Christian university, one of the largest private, nonprofit universities in the nation, and the largest university in Virginia. Located near the Blue Ridge Mountains on over 7,000 acres in Lynchburg, Va., Liberty offers more than 700 unique programs of study from the certificate to the doctoral level, with over 600 of these programs offered online. Utilizing its world-class infrastructure and Christian faculty, Liberty's mission is to *Train Champions for Christ* with the values, knowledge, and skills essential for impacting tomorrow's world.

In order to be clear, effective, and scholarly and to convey a unified university voice that supports our mission, Liberty uses the following tools to articulate our story both internally and externally:

- Liberty University Style Guide
- Associated Press Stylebook
- Merriam-Webster Dictionary

In addition to these resources, our Marketing Department maintains a verbal brand that reflects academic excellence and considers the impact of all messaging on the general public. Adhering to these high standards, our quality control team reviews every piece for information, voice, and tone as well as grammar, mechanics, punctuation, and overall presentation.

1

1972-79



2

1980-81



3

1980-84



4

1983-88



5

1984-85



6

1985-99



7

1985-2016



8

2000-03



9

2004-13



LJ

50+ YEARS OF
INTENTIONAL
BRANDING

OUR BRAND

The Liberty brand is a symbol of our mission of *Training Champions for Christ* and commitment to academic excellence, world-class facilities, student life opportunities, and athletic accomplishments. Our brand is our story — a story of determination, vision, and perseverance in making the impossible possible. By staying true to the university’s brand guidelines, you can help tell Liberty’s story.

It is essential that all marketing materials support our mission by telling our story with strong and precise verbal and visual branding. Therefore, when creating projects with external vendors or any other outside parties, please communicate with your marketing project coordinator for approvals on usage of official university marks, logos, colors, fonts, etc. See the “Liberty University Marketing” page 58 for more details and contact information.

The Liberty brand can be broken into three sub-brands that target key functions of the university:

- **Academic** (For details, see “Academic Elements” on Page 19.)
- **Athletics** (For details, see “Athletic Elements” on Page 33.)
- **Hybrid** (For details, see “Hybrid Elements” on Page 43.)

Whenever working with external vendors or any other outside parties on projects using these marks, please coordinate with and seek approval from the Marketing Department.

ACADEMIC MARKS

See Pages 19-29 for guidelines



LIBERTY
UNIVERSITY



HYBRID MARKS

See Pages 43-51 for guidelines



LIBERTY
UNIVERSITY



Liberty

Flames

ATHLETICS MARKS

See Pages 33-40 for guidelines



LIBERTY
FLAMES



WE STAND
AS A
COMMUNITY
ROOTED IN
FAITH.



BRAND ELEMENTS



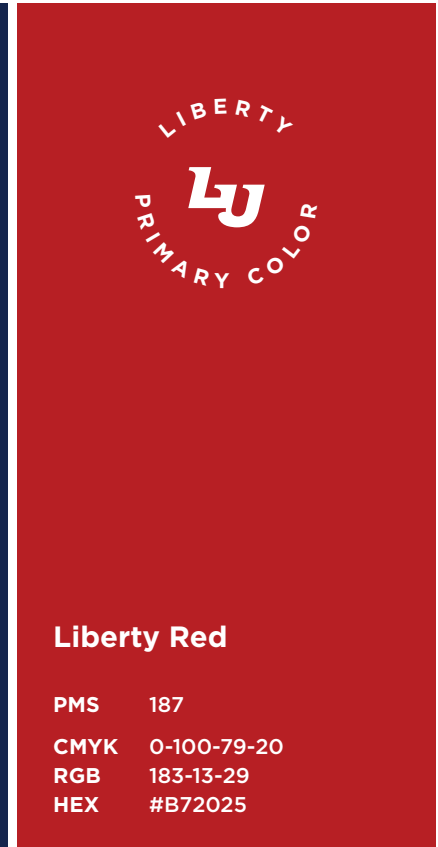
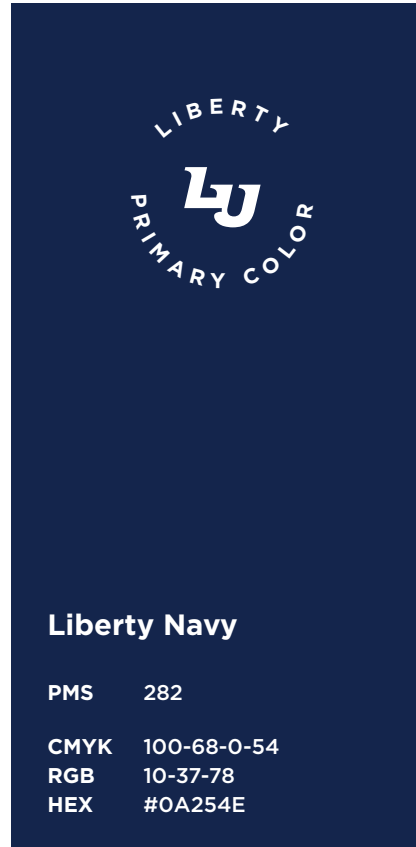
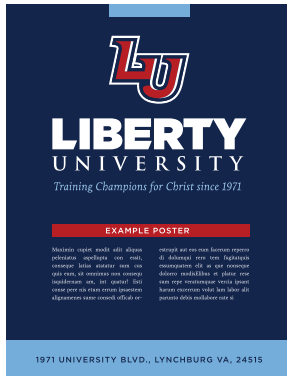
BRAND COLORS

Consistent use of color plays an integral role in ensuring that the university's brand is visually unified.

USAGE GUIDELINES

- **Primary Colors:** Red, Navy, or both should always be the primary colors in a design
- **Secondary and Accent Colors:** Should take up no more than 20% of the overall design on external pieces

EXAMPLE:



| | | | | | |
|---|---|---|---|---|---|
| <p>SECONDARY COLOR</p> <p>Athletics Gray</p> <p>PMS COOL GRAY 4</p> <p>CMYK 8-5-5-35</p> <p>RGB 162-165-168</p> <p>HEX #A2A5A8</p> | <p>SECONDARY COLOR</p> <p>Light Gray</p> <p>PMS COOL GRAY 1</p> <p>CMYK 3-1-1-15</p> <p>RGB 211-214-217</p> <p>HEX #D3D6D9</p> | <p>SECONDARY COLOR</p> <p>Charcoal Gray</p> <p>PMS COOL GRAY 11</p> <p>CMYK 65-57-52-29</p> <p>RGB 85-86-90</p> <p>HEX #55565A</p> | <p>RESTRICTED SECONDARY COLOR*</p> <p>Light Blue</p> <p>PMS 283</p> <p>CMYK 35-9-0-0</p> <p>RGB 159-203-237</p> <p>HEX #9FCBED</p> | <p>RESTRICTED SECONDARY COLOR*</p> <p>Darker Light Blue</p> <p>PMS 284</p> <p>CMYK 50-17-0-4</p> <p>RGB 117-172-216</p> <p>HEX #75ACD8</p> | <p>ACCENT COLOR</p> <p>Darker Blue</p> <p>PMS 289</p> <p>CMYK 100-71-0-80</p> <p>RGB 0-8-59</p> <p>HEX #00083B</p> |
|---|---|---|---|---|---|

*For guidance on usage of this color, refer to “Secondary and Accent Colors” on the previous page.

UNIVERSITY TYPOGRAPHY

Sample Typography

Header **16 pt., Livory Bold Italic**

Subheader **10 PT., TRAJAN PRO 3 SEMIBOLD**

Body 8 pt., Livory Regular with auto leading.
Dummy text, Lorem ipsum dolor sit amet.

- Pellentesque ornare sem lacinia quam venenatis
- Nullam quis risus eget urna mollis ornare vel eu leo

Header **16 PT., TRAJAN SEMI PRO 3**

Subheader **12 pt., Livory, Bold Italic**

Body 9 pt., Adobe Garamond Pro, Regular with auto leading.
Dummy text, Lorem ipsum dolor sit amet.

- Pellentesque ornare sem lacinia quam venenatis
- Nullam quis risus eget urna mollis ornare vel eu leo

Typefaces

TRAJAN PRO 3

AB

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

LIVORY

Aa

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1234567890

ADOBE GARAMOND PRO

Aa

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1234567890

Typefaces

LIVORY

Aa

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

1234567890

GOTHAM

Aa

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

1234567890

Sample Typography

Header

16 PT., GOTHAM BOLD

Subheader

12 pt., Livory Bold Italic

Body

Body text is 9 pt. Gotham book with auto leading.
Dummy text, Lorem ipsum dolor sit amet.

- Pellentesque ornare sem lacinia quam venenatis
- Nullam quis risus eget urna mollis ornare vel eu

Header

16 PT., LIVORY BOLD

Subheader

10 PT., GOTHAM MEDIUM

Body

8 pt. Livory Regular with auto leading.
Dummy text, Lorem ipsum dolor sit amet.

- Pellentesque ornare sem lacinia quam venenatis
- Nullam quis risus eget urna mollis ornare vel eu leo

ATHLETICS TYPOGRAPHY

Sample Typography

Header

16 PT. CHAMPION SANS

Subheader

13 PT., GOTHAM CONDENSED BLACK ITALIC

Body

9 pt., Gotham Book with auto leading.
Dummy text, Lorem ipsum dolor sit amet.

- Pellentesque ornare sem lacinia quam venenatis
- Nullam quis risus eget urna mollis ornare vel eu

Header

18 PT., CHAMPION SERIF

Subheader

13 PT., GOTHAM CONDENSED BLACK ITALIC

Body

9 pt., Gotham Book with auto leading.
Dummy text, Lorem ipsum dolor sit amet.

- Pellentesque ornare sem lacinia quam venenatis
- Nullam quis risus eget urna mollis ornare vel eu

Font is proprietary to LU Marketing. No licenses are available for use.

Typefaces

CHAMPION SERIF

AB

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

CHAMPION SANS

AB

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

GOTHAM CONDENSED

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890

GOTHAM

Aa

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1234567890

Liberty Typeface Usage

| | ACADEMIC USE | HYBRID USE | ATHLETICS USE | CAPS ONLY |
|--------------------|--------------|------------|---------------|-----------|
| ADOBE GARAMOND PRO | ✓ | | | |
| TRAJAN PRO 3 | ✓ | | | ✓ |
| LIVORY | ✓ | ✓ | | |
| GOTHAM | | ✓ | ✓ | |
| CHAMPION SERIF | | | ✓ | ✓ |
| CHAMPION SANS | | | ✓ | ✓ |

ALTERNATE TYPOGRAPHY

If you do not have access to the official university typefaces, please use one of the following options:

- Garamond
- Arial

TYPEFACE TIPS AND TRICKS

- **Is this typeface readable?**
Confirm the typeface's readability by checking the:
 - Type point size
 - Contrast with the background
 - Excessive use of glyphs or flourishes
- **Is the quantity of typefaces used enhancing or detracting from the message?**
Know why each typeface is used. If the purpose is unclear, it may not be needed. Typically, limiting a design to fewer typefaces (one to three) ensures clarity of message.
- **Is the use of typography enhancing or detracting from the overall hierarchy?**
By creating strong hierarchy, the viewer is empowered to jump to the pertinent information. Generally, it is recommended to have a minimum of 2 pts. difference from header to subheader text and from subheader to body text.

WE ARE
TRAINING
TOMORROW'S
LEADERS
TODAY.



ACADEMIC ELEMENTS

LJ

STANDARD WORDMARK

The Liberty wordmark visually represents the overall university brand. It should be prominent on all pieces.

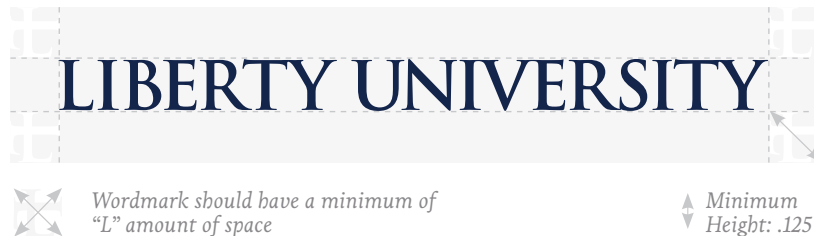
Two options are provided for the Liberty University wordmark: a stacked wordmark and a horizontal wordmark.

LIBERTY
UNIVERSITY

STACKED WORDMARK



HORIZONTAL WORDMARK



IMPROPER WORDMARK USAGE

LIBERTY
UNIVERSITY



Do not
crop or bleed
off the page

LIBERTY
UNIVERSITY



Do not
tilt or rotate

LIBERTY
UNIVERSITY



Do not
rearrange or recreate
the elements

LIBERTY
UNIVERSITY



Do not
skew, stretch,
or warp

LIBERTY
UNIVERSITY



Do not
outline or create a key
line around the logo

LIBERTY
UNIVERSITY



Do not
overlay images or
manipulate the logo



Do not
place on a similar
hue or color



Do not
add dimension



Do not
Do not treat the individual
elements differently



Do not
add a dropshadow
or inner glow



Do not
use a color other
than Liberty
primary colors



Do not
place on elements that
hinder the readability
of the logo

UNIVERSITY AND ACADEMIC SEALS

- ***The Official University Seal***
is reserved for use by the president and chancellor, on official university documents, and for formal university communications and functions, such as Commencement. These uses are determined on a case-by-case basis.
- ***The Academic Seal***
is reserved for departments that do not speak on behalf of the university president but still require a more prestigious seal than the monogram. It must be used in conjunction with the words “Liberty University.”

See the next page for further guidance on seal usage.

OFFICIAL



LIBERTY
UNIVERSITY



ACADEMIC



LIBERTY
UNIVERSITY
SCHOOL of EDUCATION



APPENDIX 1: KEY IDENTIFIERS

Large Seal



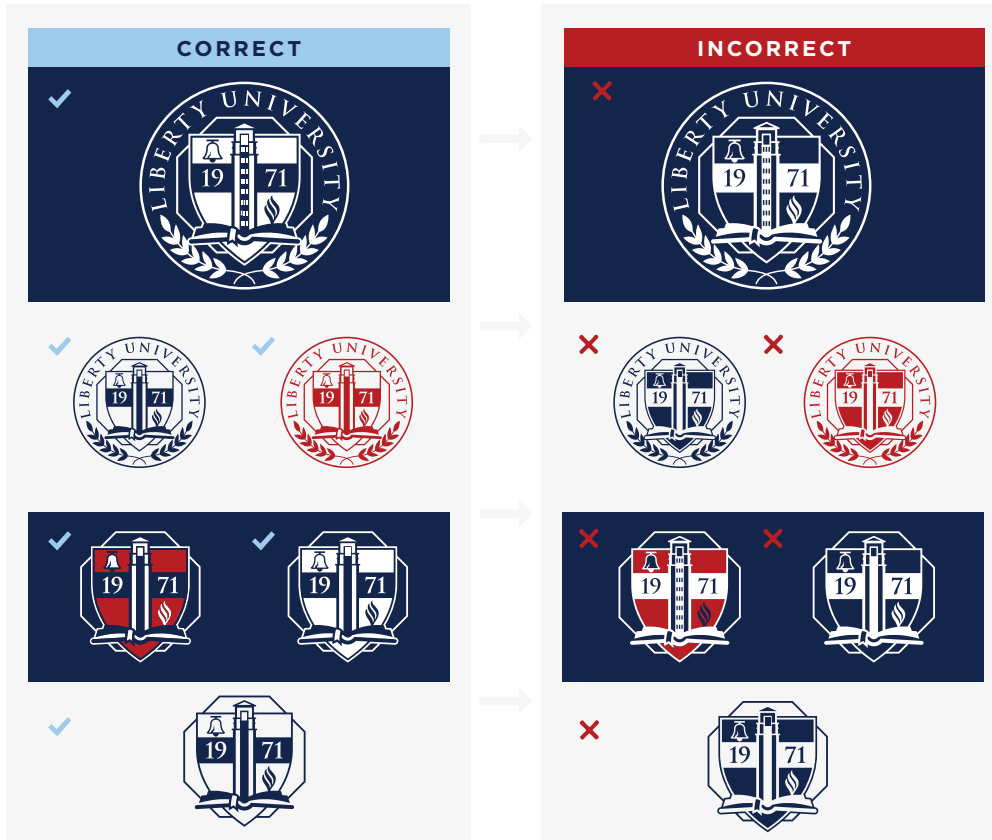
Small Seal



USAGE GUIDELINES

In order to identify the correct use of the seal, note the following:

- 1. One-color Seals:** These cannot simply be inverted to white for use on a dark background.
- 2. Small Seals:** To use a seal smaller than 1.25" wide, the "Small Size" seal must be used. It has been adjusted to maintain visual prominence. The windows on the tower were filled in, and the year 1971 was made larger and bolder.
- 3. Key Seal Identifiers:** The easiest way to recognize the correct logo is to look at the key identifiers. (See Appendix 1)
 - 1 Roof of Tower:** White logos on dark backgrounds have an extra outline on the shield, and the roof of the tower is not outlined — it is simply a triangle.
 - 2 Crossbar:** Should never be white
 - 3 1971:** Should always be white
 - 4 Bookmark:** Should always be white with a dark outline
 - 5 Tower:** Should be able to clearly see the windows on the tower, but if the seal is too small to see them, then use the small seal without windows



Compare the key identifiers on the correct version to the incorrect versions. See if you can spot what is incorrect with each version.

DEPARTMENTAL WORDMARKS AND ACADEMIC SEALS

Each college, school, or department wordmark has five unique variations. This provides a variety of options, allowing the designer to choose a version that will work best within the layout.

USAGE GUIDELINES

- *The internal wordmark* does not include the word “university” and should only be used on pieces produced for an **exclusively internal audience**. The internal wordmark allows each department to present streamlined designs where audiences already associate “Liberty” with “Liberty University.”
- *Vendors* should always default to the stacked version of the official wordmark rather than the internal one.
- *The Academic Seal* may be used with departmental wordmarks and may be configured in one of three ways: Stacked Left, Stacked Center, and Horizontal. Alternatively, the seal itself may be used on the same piece as the normal departmental wordmark. **Please note that the “Small Size” seal has been adjusted to maintain visual prominence at dimensions under 1.5” wide.**

DEPARTMENTAL WORDMARKS

Stacked

LIBERTY
UNIVERSITY
SCHOOL of BUSINESS

Horizontal

LIBERTY | SCHOOL
UNIVERSITY of BUSINESS

Internal

LIBERTY
SCHOOL of BUSINESS

DEPARTMENTAL WORDMARKS WITH SEALS

Stacked Left (Primary)



LIBERTY
UNIVERSITY
SCHOOL of HEALTH
SCIENCES

Stacked Center



LIBERTY
UNIVERSITY
SCHOOL of EDUCATION

Horizontal



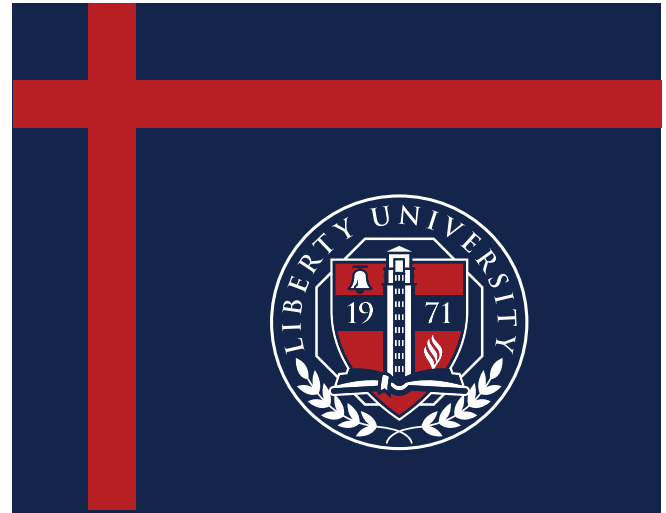
LIBERTY | SCHOOL
UNIVERSITY of AERONAUTICS

UNIVERSITY FLAG

A red cross fills the left side, with the arm extending over the seal. The seal is the focal point of the design, and it encompasses all the significant aspects of Liberty's history and the institution.

GUIDELINES FOR FLYING THE UNIVERSITY FLAG

- The flag is to be displayed in front of all significant university buildings.
- The flag may be used at special ceremonies, such as Commencement.
- The flag can be purchased through the Liberty University Barnes & Noble Bookstore.



71 FLAG

The tradition of flying a 71 flag began in 2007 as a way to commemorate the year Liberty was established and honor Dr. Jerry Falwell. A fan or family raised the 71 flag before every football game from 2007 until the south end of the stadium was closed in. In 2024, the 71 flag was replaced with a new university flag. Today, 71 flags remain a reminder of Liberty's spiritual foundation and highlight the legacy of Dr. Falwell.



WE RISE
TO THE
CHALLENGE.



ATHLETICS ELEMENTS



ATHLETICS WORDMARKS

The Liberty wordmark visually represents the overall university brand. It should be prominent on all pieces.

Two options are provided for the Liberty University wordmark: a stacked wordmark and a horizontal wordmark.



LIBERTY
FLAMES

The image displays the Liberty University Athletics wordmark. It consists of two lines of text. The top line is the word "LIBERTY" in a bold, red, sans-serif font. The bottom line is the word "FLAMES" in a bold, dark blue, sans-serif font, with a slight italicized slant. The two words are stacked vertically and centered.



Wordmark should have a minimum of "L" amount of space

← Minimum Width: 1.5" →



PRIMARY AND SOLITARY LOGOS

The primary Athletics logo is the visual representation of the university’s Athletics program. It is comprised of the Liberty monogram and the athletics eagle head.

The secondary solitary eagle logo must be used in conjunction with the word “Liberty,” “Liberty Flames,” or “Liberty University” to establish a connection with the university brand. For example, it may be used on the front of a team baseball cap with the word “Liberty” embroidered on the back.

USAGE GUIDELINES

- *No modifications* may be made including shape, proportions, or color.
- *The primary logo* is preferred for merchandise, giveaways, and stand-alone items, but the solitary logo may be used where size or space limitations exist. Materials produced for giveaways must use primary colored based stock.
- *In digital media*, the athletics logo may be animated, provided it is accurately displayed in its entirety at a point in the animation.
- *The athletics marks* are only approved for use by NCAA Athletics, Club Sports, and external retail items.

PRIMARY LOGO



SECONDARY SOLITARY LOGO



ATHLETICS ONE-COLOR LOGO USE

To remain compliant with university branding for athletics, the correct version of the athletics logo must always be used. See the contrasting images on the following page for examples.

USAGE GUIDELINES

- A red or blue one-color logo cannot simply be inverted to white for use on a dark background.
- **Key Logo Identifiers:** The easiest way to recognize the correct logo is to look at the key identifiers. (See Appendix 2)

- ① **Eye Highlight:** Should always be light
- ② **Nare:** Should always be dark
- ③ **LU Monogram:** Should always have a solid-colored center





Compare the key identifiers on the correct version to the incorrect versions. See if you can spot what is incorrect with each version.

ATHLETICS TEAM WORDMARKS

To the right are examples of approved formatting for athletics team wordmarks. The primary team logo should be used the majority of the time. The solitary team logo should be used sparingly.

These are the official marks of Liberty NCAA and Club Sports teams. They represent the athletic spirit of the university.

The athletics marks are only approved for use by NCAA Athletics, Club Sports, and external retail items.

| WORDMARK | PRIMARY TEAM | SOLITARY TEAM |
|---|---|---|
| <p>LIBERTY FOOTBALL</p> |  <p>LIBERTY FOOTBALL</p> |  <p>LIBERTY FOOTBALL</p> |
| <p>LIBERTY BASEBALL</p> |  <p>LIBERTY BASEBALL</p> |  <p>LIBERTY BASEBALL</p> |
| <p>LIBERTY HOCKEY</p> |  <p>LIBERTY HOCKEY</p> |  <p>LIBERTY HOCKEY</p> |

WE PURSUE
EXCELLENCE
AND
INNOVATION.



HYBRID ELEMENTS

LJ

MONOGRAM

The LU monogram acts as a bridge of the academic and athletic brands. It is a less formal mark that can be used on any Liberty material. However, it cannot stand alone and may only be used on materials that clearly reference Liberty by using either the university wordmark or the word “Liberty.”

The monogram is composed of the “L” and “U” from Champion Serif, with a defining shadow under the “L” breaking into the “U.”

USAGE GUIDELINES

- When needing a one-color version of the monogram, you must use the solid or outlined version. You cannot use the shaded version or adjust an existing monogram in any way.

SHADED



SOLID



OUTLINE



HYBRID WORDMARK

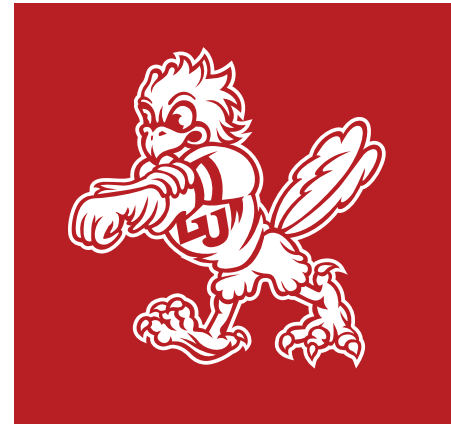
The hybrid mark exists to merge the academic and athletic sides of campus into one representative mark. It should not replace the wordmark on academic pieces.

Examples of usage of a hybrid wordmark would be university-branded promotional items (e.g., apparel, swag) and sponsorships (e.g., William Byron). Use of this mark must be approved by Liberty University Marketing.



SPARKY

Sparky embodies the spirit and excitement of the student body. Sparky can stand alone on internal pieces; however, on merchandise, he must be accompanied by the word “Liberty” or a wordmark. Any modifications to Sparky must be created by Liberty University Marketing.



LIBERTY SCRIPT & FLAMES SCRIPT

The Liberty script can stand alone on internal pieces and merchandise; however, the Flames script must be accompanied by the word “Liberty” or a wordmark. All three of these script marks are included in the Liberty University trademark library and are available for use by any department. Please note that any piece that includes the script(s) must be created by Liberty University Marketing.

Liberty

WITHOUT TAIL

Liberty

Flames

WE ARE

LIBERTY

UNIVERSITY.



BRAND POLICY & SUPPORT



STATIONERY

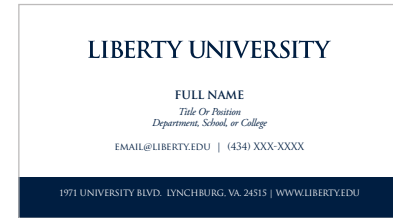
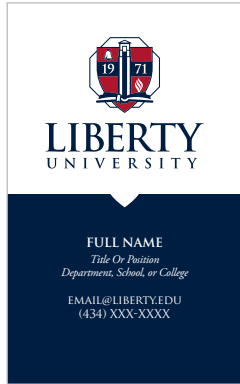
When communicating on behalf of the university, use university-approved and/or provided stationery for professional consistency. Notice the university wordmark, colors, and design. Together, these elements enhance and increase the university's brand impression. Departments should also only use their approved wordmarks (i.e., athletics using an athletics wordmark).

For more information about options and to request official university stationery for your department or office (i.e., athletics, academic, administrative, etc.), please contact your marketing project coordinator.

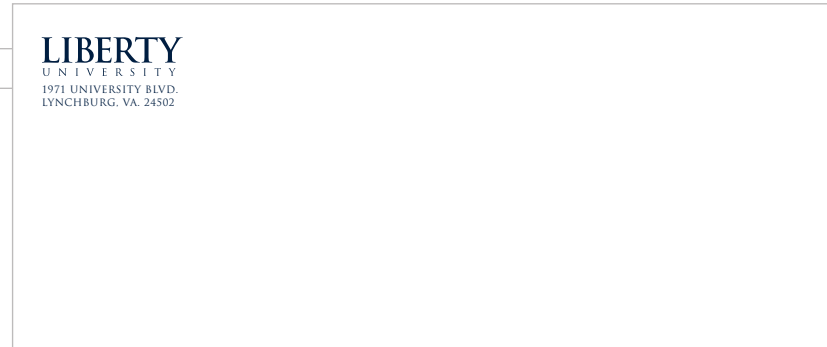
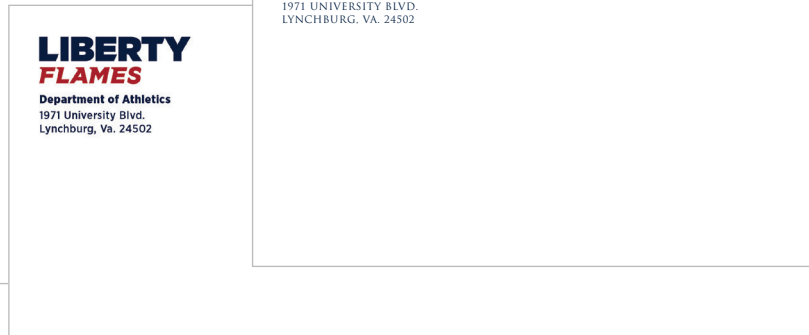
Letterhead Options



Business Card Options



Envelope Options



EMAIL SIGNATURE

The Liberty email signature is an important element in consistently communicating the university's brand and is a requirement for all university employees.

If your email signature is not in compliance with the Liberty University Email Signature Policy, you can find more information on how to run the signature creator with the most up-to-date format and brand style, as well as FAQ and examples, at [Liberty.edu/EmailSignature](https://liberty.edu/EmailSignature).

Adjunct and Online Email Signature

John Q. Sample '00
Sample Title

(434) 582-2000

LIBERTY UNIVERSITY
*Training Champions for Christ since
1971*

Official University Email Signature

John Q. Sample '00
Sample Title
Office of Champions

(434) 582-2000

LIBERTY
UNIVERSITY

*Liberty University | Training Champions
for Christ since 1971*

Athletics and Club Sports Email Signature

John Q. Sample '00
Sample Title
Department

(434) 582-2000



LIBERTY UNIVERSITY
*Training Champions for Christ since
1971*

THE LIBERTY UNIVERSITY MARKETING DEPARTMENT

Advancing Our Mission of Training Champions for Christ

As the face of the university, the Marketing Department partners with other departments to fulfill our mission to *Train Champions for Christ* together. While protecting the Liberty brand, we inspire and promote university experiences and events. Our teams include project coordinators, promotional writers, graphic designers, HTML developers, videographers, photographers, and social media specialists who create deliverables such as emails, digital ads, posters, brochures, and printed mailers to fulfill your needs.

Whenever working with external vendors or any other outside parties on projects using these marks, please coordinate with and seek approval from the Marketing Department.

LIFE CYCLE OF A MARKETING PROJECT

1. You submit a project request (PR) at [Liberty.edu/Marketing](https://liberty.edu/Marketing).
2. Your project coordinator reviews your PR, contacts you if additional information is needed, and then forwards your request to our creative team.
3. Your project is created by our marketing professionals and then uploaded to Proof HQ (our proofing platform), where our quality control team edits the piece for content, including verbal and visual branding consistency.
4. Your project is produced in its final form. Please visit the “Expected Timeline” section on the “Project Process” page ([Liberty.edu/Marketing/Project-Process](https://liberty.edu/Marketing/Project-Process)) for detailed estimates for print and digital productions.

HELPFUL MARKETING WEBPAGES

[Liberty.edu/Marketing](https://liberty.edu/Marketing) — Liberty University Marketing Department’s main page

[Liberty.edu/Marketing/Staff](https://liberty.edu/Marketing/Staff) — List of Marketing teams and their contact information

[Liberty.edu/Marketing/Project-Process](https://liberty.edu/Marketing/Project-Process) — Overview of the production process, including timelines

[Liberty.edu/Marketing/Request-a-Project](https://liberty.edu/Marketing/Request-a-Project) — Portal for PR submissions

CONTACT INFORMATION

Marketing@liberty.edu

(434) 592-3100

We are excited to work alongside you in turning your idea into a strategy that will strengthen your department and support Liberty University’s mission.



CONTACT US

[Liberty.edu/Branding](https://liberty.edu/branding)
Branding@liberty.edu



Scan the QR code to visit the licensing and branding webpage.

LICENSING AND BRANDING

Liberty University has a robust licensing program and a variety of trademarks. The Liberty branding webpage includes content on the following:

- Liberty Licensing Program
- Crafter Licensing Program
- Brand Policies
- University Trademarks
- Student Groups
- Liberty Licensed Vendors/Manufacturers

For further questions or additional information, please visit [Liberty.edu/Branding](https://liberty.edu/branding) or reach out to Branding@liberty.edu.

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